

# Professional Biography Evaluation Checklist

Categories	Questions	Comments
<b>Content</b>	<ul style="list-style-type: none"> <li>Is the content <b>substantive</b>?</li> <li>Does the content <b>showcase the candidate's</b> professional accomplishments?</li> <li>Does the content <b>highlight what is unique about the candidate's</b> professional contributions, skills, and relevant experiences?</li> </ul>	
<b>Credibility</b>	<ul style="list-style-type: none"> <li>Does the biography provide <b>concrete examples</b> of the candidate's professional qualifications, experiences, and interests?</li> </ul>	
<b>Formatting &amp; Organization</b>	<ul style="list-style-type: none"> <li>Do the design, font, and layout of the biography <b>communicate professionalism</b>?</li> <li>Do the formatting and organization of the biography <b>guide the reader's eye to and through important content</b>?</li> </ul>	
<b>Interest</b>	<ul style="list-style-type: none"> <li>Is the information provided professionally <b>relevant and appropriate</b>?</li> <li>Does the information provided <b>spark readers' curiosity</b>, motivating them to want to learn more about the candidate?</li> <li>Does the information provided <b>entice readers to invite the candidate to collaborate</b> on professional projects?</li> </ul>	
<b>Perspectives</b>	<ul style="list-style-type: none"> <li>Are the candidate's <b>professional beliefs and values clearly stated</b>?</li> <li>Is the <b>WHY behind the candidate's professional beliefs</b> clearly communicated?</li> <li>Are <b>explicit connections made between the candidate's professional beliefs, the WHY behind them, and classroom practice</b>?</li> </ul>	
<b>Photo</b>	<ul style="list-style-type: none"> <li>Is the photo of <b>high quality</b> (i.e. not blurry, distorted, grainy, or too small)?</li> <li>Is the style of the photo <b>consistent with the tone of the text</b>?</li> <li>Is there enough contrast in the photo that it will <b>reproduce well in black and white</b>?</li> </ul>	
<b>Tone</b>	<ul style="list-style-type: none"> <li>Is the tone <b>confident, factual, and personable</b>?</li> <li>Does the tone <b>communicate professionalism</b>?</li> </ul>	
<b>Writing</b>	<ul style="list-style-type: none"> <li>Is the writing <b>fluid</b>?</li> <li>Is the writing <b>error-free</b>?</li> <li>Does each paragraph begin with a <b>clear topic sentence that encapsulates the main idea</b>?</li> <li>Are <b>relevant supporting details</b> included?</li> <li>Are <b>strong, active verbs</b> used to communicate with the reader?</li> <li>Do <b>transitional phrases</b> within sentences and transitional sentences between paragraphs assist the reader in moving through the content?</li> </ul>	